Gr's-file

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FROM: James Taylor

SUBJECT: Project Royce Development

Further to our first meeting in Richmond last Monday, I have enclosed the outline that we agreed to work against in the short term on Project Royce. The objective of these actions centers upon finding out; 1) how much real consumer interest there is in the concept; 2) how we could get into a position to deliver the product via manufacturing and; 3) how we would distribute the product to the trade and ultimately consumers, if we were to move ahead.

I'll contact each of you regarding getting together in sub-groups on these specific areas in the next couple of weeks with the idea that we should all get back together as a total group, either in New York or Richmond, sometime in mid-July.

Thanks, and best regards.

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